

WHAT IS CLAIMED IS:

1. A goniochromatic/light reflecting cosmetic makeup composition,
comprising (a) at least one goniochromatic coloring agent and (b) an amount of
5 light reflective particles different from said at least one goniochromatic coloring
agent and selected from the group consisting of (i) particles of a natural or
synthetic substrate at least partially coated with at least one layer of at least one
metal, (ii) particles of a synthetic substrate at least partially coated with at least
one layer of at least one metallic compound, (iii) particles which comprise a stack
10 of at least two layers of materials having different refractive indices, at least one
of such layers optionally comprising a polymer, and (iv) metal oxide particles,
formulated into (c) a topically applicable, physiologically acceptable medium
therefor.
- 15 2. The cosmetic makeup composition as defined by Claim 1, said reflective
particles at least partly comprising particles of a substrate at least partially coated
with at least one layer of at least one metal.
3. The cosmetic makeup composition as defined by Claim 2, said at least one
20 metal comprising Ag, Au, Cu, Al, Zn, Ni, Mo, Cr, or mixture or alloy thereof.
4. The cosmetic makeup composition as defined by Claim 3, said at least one
metal comprising Ag or alloy thereof.
- 25 5. The cosmetic makeup composition as defined by Claim 1, said reflective
particles at least partly comprising particles of a synthetic substrate at least
partially coated with at least one layer of at least one metallic compound.

6. The cosmetic makeup composition as defined by Claim 5, said at least one metallic compound comprising a metal oxide.

7. The cosmetic makeup composition as defined by Claim 6, said at least one
5 metallic compound being selected from the group consisting of titanium oxides, iron oxides, tin oxide, chromium oxide, barium sulfate, MgF_2 , CeF_3 , ZnS , ZnSe , SiO_2 , Al_2O_3 , MgO , Y_2O_3 , SeO_3 , SiO , HfO_2 , ZrO_2 , CeO_2 , Nb_2O_5 , Ta_2O_5 and MoS_2 , and mixtures thereof.

10 8. The cosmetic makeup composition as defined by Claim 7, said at least one metallic compound being selected from the group consisting of titanium oxide, iron oxide, tin oxide and mixtures thereof.

15 9. The cosmetic makeup composition as defined by Claim 8, said at least one metallic compound being TiO_2 .

10. The cosmetic makeup composition as defined by Claim 1, said reflective particles comprising a synthetic substrate selected from the group consisting of substrates made from one or more materials, organic substrates, mineral
20 substrates, glasses, ceramics, metal oxides, aluminas, silicas, silicates, aluminosilicates, borosilicates, and synthetic mica.

11. The cosmetic makeup composition as defined by Claim 1, said reflective particles comprising a synthetic substrate of a glass or synthetic mica.

25 12. The cosmetic makeup composition as defined by Claim 1, said reflective particles at least partly comprising particles formed from a stack of at least two layers of polymers having different refractive indices.

13. The cosmetic makeup composition as defined by Claim 1, said reflective particles at least partly comprising particles of at least one metal oxide.

5 14. The cosmetic makeup composition as defined by Claim 13, said at least one metallic compound comprising titanium oxide or iron oxide.

15. The cosmetic makeup composition as defined by Claim 1, having a mean gloss greater than or equal to 30.

10 16. The cosmetic makeup composition as defined by Claim 15, having a mean gloss greater than or equal to 50.

17. The cosmetic makeup composition as defined by Claim 16, having a mean gloss greater than or equal to 70.

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18. The cosmetic makeup composition as defined by Claim 1, wherein said at least one goniochromatic coloring agent is such that a variation D_h of the hue angle thereof of at least 30° is observed on a layer of such cosmetic makeup composition, for an illumination at 45° and a variation of the angle of observation of between 0° and 80° .

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19. The cosmetic makeup composition as defined by Claim 18, wherein said at least one goniochromatic coloring agent is such that a variation D_h of the hue angle thereof of at least 60° is observed on a layer of such cosmetic makeup composition for an illumination at 45° and a variation of the angle of observation of between 0° and 80° .

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20. The cosmetic makeup composition as defined by Claim 1, said reflective particles having a spectral reflectance in the visible spectrum of at least 70%.

21. The cosmetic makeup composition as defined by Claim 1, said reflective particles not being greater than 250 μm in size.
22. The cosmetic makeup composition as defined by Claim 21, said reflective particles being less than 150 μm in size.
23. The cosmetic makeup composition as defined by Claim 22, said reflective particles being less than 100 μm in size.
24. The cosmetic makeup composition as defined by Claim 23, said reflective particles being at least 10 μm in size.
25. The cosmetic makeup composition as defined by Claim 1, said reflective particles ranging from 20 μm to 50 μm in size.
26. The cosmetic makeup composition as defined by Claim 1, said reflective particles being present in the composition in an amount ranging from 0.1 % to 20 % by weight relative to the total weight of the composition.
27. The cosmetic makeup composition as defined by Claim 26, said reflective particles being present in the composition in an amount ranging from 1 % to 15 % by weight relative to the total weight of the composition.
28. The cosmetic makeup composition as defined by Claim 27, said reflective particles being present in the composition in an amount ranging from 1 % to 10 % by weight relative to the total weight of the composition.
29. The cosmetic makeup composition as defined by Claim 1, said reflective particles being in the form of platelets or spheres.

30. The cosmetic makeup composition as defined by Claim 1, said at least one goniochromatic coloring agent comprising a liquid-crystal coloring agent or a multilayer interference structure.

5 31. The cosmetic makeup composition as defined by Claim 1, said at least one goniochromatic coloring agent comprising a multilayer interference structure selected from the group of structures consisting of Al/SiO₂/Al/SiO₂/Al; Cr/MgF₂/Al/MgF₂/Cr; MoS₂/SiO₂/Al/SiO₂/MoS₂; Fe₂O₃/SiO₂/Al/SiO₂/Fe₂O₃; Fe₂O₃/SiO₂/Fe₂O₃/SiO₂/Fe₂O₃; MoS₂/SiO₂/mica-oxide/SiO₂/MoS₂;
10 Fe₂O₃/SiO₂/mica-oxide/SiO₂/Fe₂O₃, TiO₂/SiO₂/TiO₂; TiO₂/Al₂O₃/TiO₂, SnO/TiO₂/SiO₂/TiO₂/SnO, Fe₂O₃/SiO₂/Fe₂O₃ and SnO/Mica/TiO₂/SiO₂/TiO₂/Mica/SnO.

15 32. The cosmetic makeup composition as defined by Claim 31, said at least one goniochromatic coloring agent comprising a multilayer interference structure selected from the group of structures consisting of MoS₂/SiO₂/Al/SiO₂/MoS₂; Fe₂O₃/SiO₂/Al/SiO₂/Fe₂O₃ and Fe₂O₃/SiO₂/Fe₂O₃/SiO₂/Fe₂O₃; SnO/TiO₂/SiO₂/TiO₂/SnO, Fe₂O₃/SiO₂/Fe₂O₃ and SnO/Mica/TiO₂/SiO₂/TiO₂/Mica/SnO.

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33. The cosmetic makeup composition as defined by Claim 1, said at least one goniochromatic coloring agent being present in an amount ranging from 0.1 % to 20% of the total weight of the composition.

25 34. The cosmetic makeup composition as defined by Claim 33, said at least one goniochromatic coloring agent being present in an amount ranging from 2% to 15% of the total weight of the composition.

35. The cosmetic makeup composition as defined by Claim 34, said at least one goniochromatic coloring agent being present in an amount ranging from 2% to 10% of the total weight of the composition.
- 5 36. The cosmetic makeup composition as defined by Claim 1, comprising a gloss base having a mean gloss of greater than 20.
37. The cosmetic makeup composition as defined by Claim 36, comprising a gloss base having a mean gloss of greater than 50.
- 10 38. The cosmetic makeup composition as defined by Claim 37, comprising a gloss base having a mean gloss of greater than 70.
39. The cosmetic makeup composition as defined by Claim 1, comprising an oily phase having a refractive index of between 1.47 and 1.51.
- 15 40. The cosmetic makeup composition as defined by Claim 1, further comprising at least one non-goniochromatic coloring agent.
- 20 41. The cosmetic makeup composition as defined by Claim 40, said at least one non-goniochromatic coloring agent being selected from the group consisting of dyes, monochromatic pigments and nacles.
- 25 42. The cosmetic makeup composition as defined by Claim 1, comprising goniochromatic fibers.
43. The cosmetic makeup composition as defined by Claim 1, formulated in anhydrous form, in the form of an oily or aqueous solution, an oily or aqueous

gel, an oil-in-water or water-in-oil emulsion, a multiple emulsion, a dispersion of oil in water by means of vesicles located at the oil/water interface.

44. A liquid gloss comprising the cosmetic makeup composition as defined by
5 . Claim 1.

45. A lip makeup comprising the cosmetic makeup composition as defined by
Claim 1.

10 46. A nail varnish comprising the cosmetic makeup composition as defined by
Claim 1.

47. A foundation comprising the cosmetic makeup composition as defined by
Claim 1.
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48. A mascara comprising the cosmetic makeup composition as defined by
Claim 1.

49. A regime or regimen for making up a support, comprising topically
20 applying thereon (a) at least one goniochromatic coloring agent and (b) an amount
of light reflective particles different from said at least one goniochromatic coloring
agent and selected from the group consisting of (i) particles of a natural or
synthetic substrate at least partially coated with at least one layer of at least one
metal, (ii) particles of a synthetic substrate at least partially coated with at least
25 one layer of at least one metallic compound, (iii) particles which comprise a stack
of at least two layers of materials having different refractive indices, at least one
of such layers optionally comprising a polymer, and (iv) metal oxide particles,
formulated into (c) a topically applicable, physiologically acceptable medium
therefor.

50. A regime or regimen for cosmetically making up a support, comprising topically applying thereon the cosmetic makeup composition as defined by Claim 1.

5 51. The regime or regimen as defined by Claim 49, said support comprising the skin, lips, hair, or integuments.

52. The regime or regimen as defined by Claim 49, further comprising topically applying thereon an overcoat of a transparent gloss composition.

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53. Skin, lips, hair or integuments having a goniochromatic/light reflecting cosmetic makeup composition topically applied thereon, said cosmetic makeup composition comprising (a) at least one goniochromatic coloring agent and (b) an amount of light reflective particles different from said at least one goniochromatic coloring agent and selected from the group consisting of (i) particles of a natural or synthetic substrate at least partially coated with at least one layer of at least one metal, (ii) particles of a synthetic substrate at least partially coated with at least one layer of at least one metallic compound, (iii) particles which comprise a stack of at least two layers of materials having different refractive indices, at least one of such layers optionally comprising a polymer, and (iv) metal oxide particles, formulated into (c) a topically applicable, physiologically acceptable medium therefor.

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54. The skin, lips, hair or integuments as defined by Claim 53, having an overcoat of a transparent gloss composition applied onto said goniochromatic/light reflecting cosmetic makeup composition.

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55. A kit for making up the skin, lips, hair or integuments, comprising at least two discrete compartments, one of which confining at least one goniochromatic

- coloring agent and another confining an amount of light reflecting particles different from said at least one goniochromatic coloring agent and selected from the group consisting of (i) particles of a natural or synthetic substrate at least partially coated with at least one layer of at least one metal, (ii) particles of a
- 5 synthetic substrate at least partially coated with at least one layer of at least one metallic compound, (iii) particles which comprise a stack of at least two layers of materials having different refractive indices, at least one of such layers optionally comprising a polymer, and (iv) metal oxide particles.